

# PRIORITY PARTNER NETWORK

## Your Success is Our Priority

NexGen Storage relies exclusively on our reseller partners to sell our products. That’s why we’ve used our decades of experience delivering storage solutions through the channel to develop the **Priority Partner Network**. Specifically designed to focus on your business priorities of **Margin**, **Market Share** and **Customer Satisfaction**, the Priority Partner Network will:

- **Protect** your sales opportunities with deal registration, exclusive pricing, and a focused partner approach
- **Simplify** your business via a single-tier program with easy deal registration, minimal requirements, and a basic business plan
- **Support** your revenue goals with a team of experienced, channel-savvy sales and marketing professionals who will help you close business deals and develop sales and marketing plans

PROMOTING YOUR SUCCESS IS OUR PRIORITY	
<p><b>OUR PRIORITY: YOUR MARGIN</b></p>	<ul style="list-style-type: none"> <li>• <b>Exclusive Deal Protection:</b> A registration discount is given only to the partner with an approved deal registration; no other partner has access to the discount for that deal.</li> <li>• <b>Registration Price Gap:</b> The registration discount is set to ensure partners can achieve strong double-digit margins per opportunity.</li> <li>• <b>Convenient Deal Registration:</b> Simple deal registration process and leads provided by NexGen are automatically registered.</li> </ul>
<p><b>OUR PRIORITY: YOUR MARKET SHARE</b></p>	<ul style="list-style-type: none"> <li>• <b>Experienced Team:</b> A veteran group of channel-savvy storage sales and marketing professionals will help you win more business and enhance your marketing expertise.</li> <li>• <b>Business Development Support:</b> Includes a sales and marketing plan custom-tuned to your needs, marketing program funds and leads—all intended to help grow your business.</li> <li>• <b>Focused Partner Approach:</b> A limited number of partners per region lessens your competition and enables us to give you the attention you deserve.</li> </ul>
<p><b>OUR PRIORITY: YOUR CUSTOMERS' SATISFACTION</b></p>	<ul style="list-style-type: none"> <li>• <b>Optimized Performance:</b> Enable customers to achieve nonstop, granular performance management based on their specific business and application priorities.</li> <li>• <b>Better Storage ROI:</b> Give your customers more efficient, affordable storage performance and scale with our PCIe flash-based architecture.</li> <li>• <b>Simplified Management:</b> Provide customers with policy-driven management and integrated data protection that reduces their storage administration tasks and costs.</li> </ul>

### Priority Partner Network Benefits

- Access to deal registration margin protection program
- Simple, single-tier program without complex pricing tiers
- Access to marketing program funds
- Joint field marketing activities
- Free sales and technical training
- Deep discount on NFR NexGen Storage systems
- Eligibility for available incentive programs
- Product install and deployment revenue

### Priority Partner Network Requirements

- Complete and sign partner agreement
- Develop and execute a joint one-page business plan
  - ✓ Complete initial & periodic sales and technical training
  - ✓ Conduct lead generation activities
  - ✓ List NexGen Storage on your website

### Priority Partner Network Program Highlights

<p><b>OUR PRIORITY: YOUR EXPERTISE</b></p>	<p><b>NFR Purchase Program</b></p> <ul style="list-style-type: none"> <li>• Deep discount on any NexGen Storage Flash Hybrid n5 model (support contract required, cannot be sold for six months after purchase)</li> <li>• Installation, configuration, demo and deployment training (required) provided free of charge by NexGen Storage</li> </ul>
<p><b>OUR PRIORITY: YOUR GROWTH</b></p>	<p><b>Business Development Support</b></p> <ul style="list-style-type: none"> <li>• Simple one-page business plan defining sales and marketing activities, customized for your business</li> <li>• Access to Marketing Program Funds (MPF) for approved marketing activities</li> <li>• Access to NexGen-generated leads and marketing programs</li> </ul>

**For more information on these program features and other benefits of the Priority Partner Network, contact your local NexGen sales representative or channel manager.**